



“Taste of Home - Bien de Chez-Nous” POM® CONTEST RULES

(“Official Rules”)

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The **“Bien de Chez-Nous!”** POM® Contest (the “Contest”) is sponsored by Canada Bread Company, Limited (the “Sponsor”).

The Contest consists of: (a) 10 gift cards of \$500 each from IGA, Métro, Super C or Walmart (b) 20 gift cards of \$250 each from IGA, Métro, Super C or Walmart and (c) 100 gift cards of \$100 each from IGA, Métro, Super C or Walmart

The “Contest Period” runs from August 20, 2020, at 12:01 am ET, until October 1st, 2020 at 11:59 pm ET. The random draws will be made on October 5, 2020 at 10:00am ET.

2. ELIGIBILITY

The Contest is open to legal residents of Quebec, New Brunswick and Ontario who are thirteen (13) years old or older. The participants who are under the age of majority in their province of residence must have permission from, and acceptance of these Contest Rules by, their parent/legal guardian to participate in this Contest and may be required to provide proof of same in writing in a form satisfactory to the Sponsor.

The following persons are not eligible to enter or to win and will be collectively referred to as “Promotion Entities”: (a) employees, agents and representatives of the Sponsor, as well as any parent or related company, their advertising and promotion agencies, suppliers of prizes, materials and services related to the Contest; and (b) members of the immediate families of such employees, agents and representatives (regardless of where they reside) and all persons with whom these employees, representatives or agents reside, whether related or not. For the purposes of the Official Rules, “immediate family” means siblings, children, parents, step-parents and spouses.

3. HOW TO ENTER

INTERNET ACCESS REQUIRED

During the Contest Period, go to www.pomcontest.ca (the “Contest Website”), and follow the on-screen instructions in the *Register* section to provide your email address, as well as your first name, last name, address, province of residence and telephone number. Limit of one (1) registration per person. Each person may only register once, and must use a unique email address to do so. Duplication may result in disqualification. Registration will result in one (1) entry into the subsequent Prize draws.

To obtain additional entries, the participant may:

A. POM® BREAD CODE (PIN): During the Contest Period, locate a unique eight (8)-character alphanumeric entry code (PIN), consisting of numbers and letters printed inside the promotional sticker affixed to specially-marked packages of POM® breads (see the list of participating products below) (each, a “POM® BREAD CODE (PIN)”), while supplies last, and follow the on-screen instructions on the Contest Website to enter the POM® BREAD CODE (PIN). The POM® BREAD CODES (PIN) located inside the promotional sticker are each worth one (1) entry to the Prize draws. **Limit:** Limit of ten (10) POM® BREAD CODES (PIN) per person per day, and of twenty-five (25) POM® BREAD CODES (PIN) per person for the duration of the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

To obtain a POM® BREAD CODE (PIN) without purchase, hand print an essay of 100 words (the “Essay”), explaining why you would like to win one of the prizes. Include your name, full address, email address and telephone number. Essays must be sent by e-mail at concours@activemarketing.ca and indicate “Bien de Chez-Nous POM® Contest”. The participant will then receive a POM® BREAD CODE (PIN) by email that will allow the participant to enter the Contest by following the instructions above. Each essay must be an original composition, unique for each entry, and prepared specifically for the Contest. The Sponsor reserves the right to disqualify any Essay that is illegible, offensive, infringes upon the rights of any third party, promotes or condones illegal or immoral activity, or is otherwise not in keeping with the corporate image of the Sponsor. Allow two (2) business days for your no-purchase code (PIN) request to be processed. **Limit:** Limit of one (1) no-purchase requests per person per day, and a limit of twenty-five (25) requests during the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest. All entries must be received before September 28, 2020 at 9am.

A FACEBOOK ACCOUNT IS REQUIRED AND LIKE THE POM® BREAD FACEBOOK PAGE MIGHT BE ALSO REQUIRED TO GET SOME PROMOTIONAL CODES (PIN)

B. PROMOTIONAL CODE (PIN): Locate a unique eight (8)-character alphanumeric entry code (PIN), consisting of numbers and letters on selected platforms such as Facebook and POM® communications by email during the Contest Period (each, a “PROMOTIONAL CODE (PIN)”) and follow the on-screen instructions on the Contest Website to enter the PROMOTIONAL CODE (PIN). The PROMOTIONAL CODES (PIN) located on the selected platforms are each worth one (1) entry to the subsequent Prize draws. No purchase is required to obtain a PROMOTIONAL CODE (PIN).

Limit of five (5) PROMOTIONAL CODES (PIN) per person for the duration of the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

Note that registration and bonus entries (described below) do not count towards these limits.

Participating products subject to availability and while supplies last:

Product Description	UPC
POM® ULTRA-MOELLEUX WHITE 675G	61077771200
POM® ULTRA-MOELLEUX 100% WHOLE WHEAT 675G	61077771217
POM® EVERYTHING BAGELS, 6 count, 450g	61077508455
POM® PLAIN BAGELS, 6 count, 450g	61077508417
POM® BAGELS 12 GRAIN, 6 count, 450g	61077508431
POM® SESAME BAGELS, 6 count, 450g	61077508400
POM® ENGLISH MUFFIN PLAIN, 6 count, 340g	61077778308
POM® ENGLISH MUFFIN WHOLE WHEAT, 6 count, 340g	61077778315
POM® 10 inch PLAIN TORTILLA, 10 count, 610g	61077778452
POM® 7 inch PLAIN TORTILLA, 10 count, 340g	61077778438
POM® 7 inch WHOLE WHEAT TORTILLA, 10 count, 340g	61077778445
POM® 10 inch WHOLE WHEAT TORTILLAS, 10 count, 610g	61077778582

PARTICIPANTS MUST KEEP EACH POM® BREAD CODE (PIN) ENTERED IN THE CONTEST, AS WELL AS THE PACKAGING, FOR VALIDATION AT A LATER TIME. AT ALL TIMES, THE SPONSOR RESERVES THE RIGHT TO ASK THE PARTICIPANT SELECTED FOR A PRIZE TO PROVIDE THE PACKAGING CONTAINING A SELECTED POM® BREAD CODE (PIN) (OR EMAIL BY THOSE ENTERING WITHOUT PURCHASE); FAILURE TO COMPLY COULD RESULT IN THE SELECTED PARTICIPANT'S DISQUALIFICATION.

4. Bonus Entry Opportunity

There is one (1) way to collect bonus entry for the Contest.

Subscribe by Email: When a registered participant subscribes to receive POM® communications by email (information, contests and/or coupons), during the Contest Period they will automatically receive one (1) entry to the subsequent Prize draws. They may unsubscribe at any time without impacting the chance to win. **Limit:** Limit of one (1) bonus entry for the subscription by email per person during the Contest Period.

5. PRIZES

The Prize draws will be held on October 5, 2020 from all eligible entries received during the Contest Period. Odds depend on the number of entries received at the time of each draw. There are one hundred and thirty (130) Prizes available to be won at the outset of the Contest Period. Draws will be held at 10:00 am ET at C.P. 22, succ. Place du Commerce in Brossard, Quebec, by Active Promo Marketing inc., an independent organization responsible for managing the draws, from all eligible entries received by 11:59 pm ET at the entry deadline on October 1st, 2020.

Prizes consists of 10 gift cards of \$500 each from IGA, Métro, Super C or Walmart (b) 20 gift cards of \$250 each from IGA, Métro, Super C or Walmart and (c) 100 gift cards of \$100 each from IGA, Métro, Super C or Walmart. A total prize value of \$20,000. **Limit** of one (1) Prize per household for the Contest Period. See additional prize conditions in Rule 6 below.

Before being declared a winner, the selected entrant will be contacted by telephone or email within five (5) business days of the draw and must satisfy the Prize Claim conditions in Rule 7 below.

DRAW DATE	ENTRY DEADLINE (11:59 p.m. ET)	NUMBER OF PRIZES AVAILABLE TO BE WON
October 5, 2020	October 1 st , 2020	10 gift cards of \$500 each, IGA, Métro, Super C or Walmart
October 5, 2020	October 1 st , 2020	20 gift cards of \$250 each, from IGA, Métro, Super C or Walmart
October 5, 2020	October 1 st , 2020	100 gift cards of \$100 each, from IGA, Métro, Super C or Walmart

6. ADDITIONAL PRIZE CONDITIONS

Prizes must be accepted as described in these Official Rules and cannot be transferred, substituted or exchanged, in whole or in part, for cash or otherwise except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater monetary value if any prize cannot be awarded as described herein. Prizes will be delivered to verified winners only. Sponsor will not replace any lost or stolen prizes.

7. CLAIMING OF PRIZES

In order to be declared the winner of a Prize, the selected participant must comply with the following mandatory conditions:

- i. He or she must be reached (by phone or email) by Sponsor within five (5) business days of being selected;
- ii. He or she must respond to notification of selection within seven (5) business days of first attempt by Sponsor or his agent;
- iii. He or she must complete and return (by email or fax) the Declaration and Release Form described above within seven (7) business days of its receipt; if the winner is a minor of thirteen (13) years old or older, the Declaration and Release Form must also be signed by a parent or legal tutor; The Declaration and Release Form includes a publicity release which releases and indemnifies the Sponsor and the Promotion Entities from all losses, costs, damages, actions, liability and injuries whatsoever, including death, resulting from, and arising in any manner whatsoever, from the Contest and the awarding of, use of, misuse of and/or participation to his or her prize;
- iv. He or she must correctly answer the mathematical skill-testing question on the Declaration and Release Form, without assistance of any kind (whether mechanical or otherwise).
- v. He or she must select only one choice of banner among the choices offered of IGA, Métro, Super C or Walmart and a gift card of this banner will be sent by mail

Failure to comply with any of the conditions described above will result in the selected participant's automatic disqualification, and loss of their right to a prize, and the Sponsor may select an alternate entrant who will be subject to disqualification in the same manner.

Confirmed winners will receive their prize at home. From the date of completion of all conditions, allow approximately six (6) to eight (8) weeks for the delivery of the prize.

The Sponsor reserves the right not to award any prizes that remain unclaimed as of 10:00 am ET on November 30, 2020.

8. CONTEST WEBSITE

The Contest website, www.pomcontest.ca is accessible via the following:

Windows: IE 11, Edge, Google Chrome 60+, Mozilla Firefox 50+

OSX: Safari, Google Chrome 60+, Mozilla Firefox 50+

iOS: Safari

Android: Chrome

9. GENERAL CONDITIONS

Entries and prize claims are subject to verification by the Sponsor. At the Sponsor's discretion, verification may include a requirement to provide photo identification showing a valid address. Any entry that is incomplete, fraudulent, lost, illegible, in violation of these Official Rules, or received after the Contest ends will be automatically rejected and will not give any right to a prize. The decision of the Sponsor is final and without appeal. The Sponsor is not responsible for errors in printing, production or distribution. In the event of a printing, prizing, programming, production or other error, or any other reason whatsoever resulting in more than the advertised number of prizes being claimed, there will be a random draw held amongst all eligible prize claimants to award the correct number of prizes, at a time determined by the Sponsor. Inclusion in such drawing shall be the sole and exclusive remedy in such circumstances for any eligible prize claimants. All entries become the property of the Sponsor and will not be returned.

10. PERSONAL INFORMATION

By participating in this Contest, participants consent to the collection, use and disclosure personal information by the Sponsor for the purposes of Contest administration and prize fulfilment. To the full extent permitted by law, winners consent to use of their names, addresses (city, province) voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or other format, including but not limited to the Internet, without further notice, permission or compensation. Except as otherwise set out in these Official Rules, no communication, commercial or otherwise, that is not related to this Contest, will be sent to participants by the Sponsor, except with consent of the recipient or as otherwise permitted or required by law. For information about how the Sponsor manages your personal information, visit the Canada Bread Company website at: <https://www.canadabread.com/?privacy>

11. LIMITATION OF LIABILITY AND RELEASES

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT SPONSOR, THE PROMOTION ENTITIES, FACEBOOK, PRIZES MANUFACTURERS AND ANY OTHER APPLICABLE SOCIAL MEDIA PLATFORM HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM THE CONTEST, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE. FURTHER, BY PARTICIPATING IN THIS CONTEST, PARTICIPANTS AGREE THAT SPONSOR, CONTEST JUDGES AND PROMOTION ENTITIES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, OR B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY. Some jurisdictions do not allow the exclusion or

limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

Without limiting the foregoing, participants also release the Sponsor, the Promotions Entities, Facebook and any other applicable social media platform, from all responsibility whatsoever related to any matters beyond their control, including but not limited to: (a) the malfunctioning of any software components, software, lines of communication related to the loss or absence of any communication network, or related to any failed, delayed, misdirected, incomplete, illegible or erased transmission by any computer, fax or network, and which could limit, or prevent, the possibility of any person from entering the Contest; (b) downloading any software and by the transmission of any information required for entry in the Contest; (c) any damage or loss whatsoever caused by late, lost, or illegible entries; and (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail to be received by or from the Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Contest or in connection with the Contest Website; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein.

MISCELLANEOUS

12. For the purposes of these Official Rules, in the event of a dispute as to the identity of a participant, the participant will be deemed the person whose name appears on the online registration form entered on the Contest Website. It is this person who must comply in all respects with the Official Rules, and who will be asked the mathematical skill-testing question and to whom the prize will be awarded if he or she is declared a winner.

13. This Contest is subject to all applicable federal, provincial and municipal laws. Entries generated by script, macro, robotic, programmed, or other automated means are prohibited and, at the sole discretion of the Sponsor, will be excluded.

14. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his/her prize, or the cash value thereof.

15. If, by reason of error or for any other reason whatsoever, the number of potential winners claiming prizes exceeds the number of available prizes, as set forth in these Official Rules, the winners or remaining winners, as the case may be, of the number of prizes to be won in the category in question according to these Official Rules may, in the sole discretion of the Sponsor, be selected by means of a random draw among all persons making purportedly valid claims for such prizes. Participation in such a draw shall be the sole and exclusive remedy in such circumstances for any eligible person having submitted an entry into the Contest.

CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

16. RIGHT TO TERMINATE/ SUSPEND/MODIFY

Subject to first obtaining the approval of the Régie des alcools, des courses et des jeux (the “Régie”) when required, the Sponsor reserves the right, to suspend or terminate the Contest or to amend, modify or make additions to these Official Rules, at any time, without notice if in Sponsor’s sole discretion, any factor interferes with its proper conduct as contemplated by these Official Rules. Without limiting the generality of the foregoing, the Sponsor reserves the right, at its sole discretion, to cancel, interrupt, extend or suspend this Contest, in whole or in part, in the event of a virus, software bug, unauthorized human intervention or any other event beyond the control of the Sponsor, which could corrupt or affect the administration, security, impartiality or normal running of this Contest, subject to the approval of the Régie.

17. QUEBEC RESIDENTS ONLY

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

18. SOCIAL MEDIA

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook or any other social media platform.